PARLIAMENT LIGHTS/MENTHOL LIGHTS
SPECIAL PACK

(Both the Lights and Menthol Lights will be in special pack)

TEST SCHEDULE
Artwork to Crown Roll Leaf for Holographic image - Complete by 11/17
Artwork for base pack graphics to Richmond - 11/13
Holographic materials delivered to Shorewood: 12/6
Decision of final images and packing (14s/20s) required by 12/13

Issues: - Is factory test required (coated equipment, etc.)?
- Is T&O evaluation required?
- Quantities? 2 million deals each blue and menthol?

ACTUAL PRINT PRODUCTION
Artwork to Crown Roll Leaf for Holographic image - (tentative) Dec. 22
Artwork for base pack graphics to Richmond - January 8
Holographic materials delivered to Shorewood - February 5
Print base graphics: Week of Feb. 5 (Williamsburg)
Stamp holographic image: Week of Feb. 12 (Atlanta)
Materials delivered to factory for production: Feb. 23-26

TEST VARIATIONS

For all variations, we will use the 80mm, 20s Regular Lights (Blue) pack updated graphics for this test. We will test variations on the base pack that allow us to stamp only the front panel (not the hinge lid). Comps to be shown to Brand before press.

1. REGISTERED HOLOGRAPHIC IMAGE ON METALIZED FOIL
Using combination of surface diffraction and 2-D layered effect we will develop:
a. sailboat design, and
b. palm tree design.

2. RANDOM PATTERN
Using combination of surface diffraction and 2-D layered effect we will develop a random pattern of the palm tree design only. THIS TECHNIQUE WILL ONLY BE TESTED IF TIME ALLOWS (it is the least preferred option)

3. PRINTED/MICRO-EMBOSSED/EMBOSSED
Using the palm tree graphics only, we will test print/micro emboss the palm tree design on the pack in these variations:
a. Emboss overall metallic area (micro-embossed/embossed)
b. Use line colors to enhance the pictorial (micro-embossed/embossed0

4. PRINTED/MICRO-EMBOSSED

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Source: https://www.industrydocuments.ucsf.edu/docs/jmjn0004

Using the palm tree graphics only, we will test print the micro-embossed palm tree design on the pack in these variations:

a. Use line colors to enhance the pictorial

a. Use four/color process to enhance the pictorial

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Source: https://www.industrydocuments.ucsf.edu/docs/jmjn0004